

25. (amended) A method according to claim [9] 10, wherein the contents of the response message is dependent on whether or not the apparatus (2) reading said data is registered.

REMARKS

Because of the cancellation of claims 1 and 9, claims 4-7 and 14-16 have been made dependent on claim 2 and claim 12 has been made dependent on claim 10, which reinstates original multiple dependencies that were eliminated in the preliminary amendment. New claim 38 is added corresponding to the cancelled multiple dependency of claim 16 on claim 10. New claim 39 is added corresponding to the cancelled multiple dependency of claim 23 on claim 20.

Claims 18 - 20 are also amended to delete the extraneous language "the steps of." This amendment does not narrow the claims.

In response to the office action, Applicants have presented new claims. Applicants reserve the right to re-assert the original claims or broader claims than the present claims in later prosecution or in a continuation application.

The references are complex. Philyaw has 10 sheets of drawing and 26 columns of specification and claims – all in the usual tiny print. Berry has 8 sheets of drawing and 16 columns of specification and claims. Accordingly, Applicants have mostly restricted their consideration of these references to the portions identified by the Examiner, and do not pretend to have reviewed the other portions in any kind of detail.

As far as Applicants can tell, Philyaw relates to retrieving targeted advertising information using some kind of identification of the particular playback unit, which appears to be a form of user identification. It is not clear how the advertising information could be retrieved

without this user identification, especially since Philyaw's claims all seem to require such identification of a playback unit, see col. 25, lines 32-35. By contrast, the preferred embodiments of the invention relate to retrieving such information as the author of a piece of content, rather than targeted advertising. Therefore playback unit identification is not necessary. Accordingly, the new independent claims make clear that the playback unit does not have to be identified.

With respect to claims 2, 10, 18-20, 28, and 34, the Examiner does not indicate where Philyaw teaches or suggests that the further information could be transmitted in the response message from the central database (or via the location of the first database) per these claims. Column 8, lines 27-31, referred to by the Examiner with respect to these claims, only relates to having the advertiser contact the user directly. Claims 19 and 20 have been amended to retain only the alternative corresponding to claims 2, 10 and 18.

Some of the dependent claims also distinguish patentably over the references. For instance, Applicants will now consider the rejection of claim 16 (and 38). The rejection of claim 16 is unclear, because it appears to be referred to as claim 15 in the office action. Applicants suppose that the Examiner believes that this claim is revealed in column 10, line 16-26 of Philyaw. Applicants have read this text. They find absolutely nothing there saying that the data identifier comprises a title of a piece of content.

The Examiner does not indicate where the Berry reference gives any kind of motivation for combination with the Philyaw reference. Berry relates to delivery of content associated with physical media, while Philyaw appears to relate to delivery of advertising information. Also, Berry appears to relate to audio, while Philyaw appears to relate to television. Accordingly, they

appear to be in different fields. Accordingly, Applicants respectfully submit that the Examiner has failed to make a *prima facie* case of obviousness.

Applicants respectfully submit, in view of the arguments presented above, that the claims currently in the application accordingly distinguish patentably over Philyaw and Berry combined with Philyaw.

Applicant believes that any other points of argument are moot in view of the foregoing, but reserves the right to assert such other points at a later date.

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Applicants respectfully submit that they have answered each issue raised by the Examiner and that the application is accordingly in condition for allowance. Allowance is therefore respectfully requested.

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Respectfully submitted,

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MARKED UP VERSION OF CLAIMS

4. (twice amended) An apparatus as claimed in claim [1] 2, wherein said central database (4) and said information database (51) are servers connected via a network, in particular servers connected via the Internet.
5. (twice amended) An apparatus as claimed in claim [1] 2, wherein said reading means (21) is operative to read data representing a block of audio information and to read a data identifier identifying said block of audio information from the data carrier (1).
6. (twice amended) An apparatus as claimed in claim [1] 2, wherein said further information comprises data representing a block of audio information and wherein said processing means (26) is operative to reproduce said block of audio information.
7. (amended) An apparatus as claimed in claim [1] 2, wherein said processing means (26) is operative to display information on a monitor of a computer.
12. (amended) An apparatus as claimed in claim [9] 10, wherein the apparatus and said information database (51) are servers connected via a network, in particular servers connected via the Internet.

14. (amended) An apparatus as claimed in claim [1] 2, wherein said data carrier (1) is a digital data carrier, in particular a CD, DVD, SACD or flash card.

15. (amended) An apparatus as claimed in claim [1] 2, wherein said address of the information database (51) comprises the Internet address, in particular the URL, of said information database.

16. (amended) An apparatus as claimed in claim 2, wherein said data identifier comprises a title identifier identifying a title of the data to be read from the data carrier (1), in particular a title of a piece of music or video.

18. (amended) A method for reading data from a data carrier and for processing such read data, comprising [the steps of]:

- reading data to be processed and a data identifier identifying said data from said data carrier (1),
- transmitting said data identifier to a central database (4) requesting further information related to said read data,
- receiving a response message from said central database (4), which message comprises said further information requested by said central database (4) from an information database (51) storing said further information, and
- processing said further information received from said information database (51) via said central database (4).

19. (amended) A method for storing address data comprising addresses of information databases, said information databases storing further information related to data stored on data carriers, said method comprising [the steps of]:

- receiving a data identifier identifying said data stored on a data carrier (1) from an apparatus (2) reading said data and said data identifier from said data carrier (1), and
- transmitting a response to said apparatus (2), said response message comprising [an address of a number of an information database (51) storing said further information and/or comprising] said further information requested from said information database (51) while using said data identifier.

20. (amended) A method for providing access to information databases, said information databases storing further information related to data stored on data carriers, said method comprising [the steps of]:

- receiving a data identifier identifying said data stored on the data carrier (1) from an apparatus (2) reading data and said data identifier from said data carrier (1), and
- transmitting a response to said apparatus (2), said response message [comprising an address of an information database (51) storing said further information and/or] comprising said further information requested from said information database (51) while using said data identifier.

25. (amended) A method according to claim [9] 10, wherein the contents of the response message is dependent on whether or not the apparatus (2) reading said data is registered.